

Abstract of the Disclosur

A bi-directional type broadcasting and delivery system includes an advertiser system of an advertiser, an advertising agent system of an advertising agent, a 5 broadcasting station system of a broadcasting station, a user terminal of a user, and a service system which are connected to a network. The advertiser determines policy data for an advertisement program, and transmits the policy data and a demand of production 10 of an advertisement program of articles of the advertiser from the advertiser system to the advertising agent system. The advertising agent produces the advertisement program based on the poly data in response to the demand of production of the 15 advertisement program, and the advertising agent system transmits the advertisement program and the policy data to the broadcasting station system. The broadcasting station system broadcasts the advertisement program. The user terminal receives the 20 advertisement program from the broadcasting station system and displays the received advertisement program, wherein a user selects a specific one of the articles in which the user has interest when the user views the received advertisement program on the user 25 terminal, the selection being informed to the service system with a user ID. The service system prepares a private page for the user based on detailed data of

the specific article and the user ID. The user terminal downloads and displays the private page from 30 the service system, and the user transmits an instruction for purchase or reservation of the specific article from the user terminal to the service system.

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